

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2018/2019

### **BMK 3084 – MARKETING RESEARCH** (All sections / Groups)

9<sup>th</sup> March 2019  
9.00am-11.00am  
(2 Hours)

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#### **INSTRUCTION TO STUDENT**

1. This question paper consists of **one (1)** page, (excluding this cover page) with **FOUR (4)** questions.
2. Answer **ALL FOUR (4)** questions. The distribution of the marks for each question is given.
3. Please print all your answers in the **Answer Booklet** provided.

**Answer ALL FOUR (4) questions.**

**Question 1**

List and discuss, **FOUR (4)** commonly used non-comparative scaling techniques in marketing research. Include an example of each scale to support your answer.

(25 marks)

**Question 2**

Develop a 5-point Likert scale for measuring customer satisfaction level for your favourite shopping mall, with **FIVE (5)** statements.

(25 marks)

**Question 3**

Explain briefly about any **FIVE (5)** qualitative factors that determine the sample size of a study.

(25 marks)

**Question 4**

Discuss **THREE (3)** objectives of developing a questionnaire and observation form.

(25 marks)

*End of page*

